GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

STARRED QUESTION NO:19
ANSWERED ON:24.07.2006
COMPETITION FROM PRIVATE CHANNELS
Vallabbhaneni Shri Balashowry

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether Prasar Bharati, the public broadcaster has made efforts to withstand competition from the private TV Channels;

(b) if so, the details thereof; and

(c) the further steps proposed in this regard?

Answer

THE MINISTER OF INFORMATION AND BROADCASTING & PARLIAMENTARY AFFAIRS (SHRI P.R. DASMUNSI)

(a) to (c) : A statement is laid on the Table of the House.

STATEMENT AS REFERRED TO IN REPLY TO PARTS (a) TO (c) OF LOK SABHA STARRED QUESTION NO.19 FOR ANSWER ON 24.7.2006

(a) to (c) : Prasar Bharati has informed that Doordarshan, as a public service broadcaster, unlike private TV channels, is not motivated solely by commercial considerations. Nevertheless, as per viewer-ship survey of various TV channels in TV house-holds conducted by Indian Readership Survey, 2006 (Round I) Doordarshan has more viewership than private channels.

In order to obtain quality software for its channels, the Self-Finance Commissioning scheme and Indian Classics programming have been introduced by Prasar Bharati.

Multi channel TV coverage has been provided in the entire country (except Andaman & Nicobar Islands) through Doordarshan's Ku-band (free to air DTH) service. It is possible to receive DTH signals anywhere in the country with the help of small sized dish receive units.

Further improvement is a constant and continuous exercise and Prasar Bharati continues to meet competition through appropriate initiatives.